



## **Liskeard Town Council**

### **COMMUNICATIONS STRATEGY**

#### **A. Town Council Correspondence**

- (i) The point of contact for the council is the Town Clerk, and it is to the Town Clerk that all correspondence for the town council should be addressed.
- (ii) The Town Clerk should deal with all correspondence following a meeting.
- (iii) No individual Councillor or Officer should be the sole custodian of any correspondence or information in the name of the town council, a committee, sub-committee or working party. In particular, Councillors and Officers do not have a right to obtain confidential information/documentation unless they can demonstrate a 'need to know'.
- (iv) All official correspondence should be sent by the Town Clerk in the name of the council using council letter headed paper.
- (v) Where correspondence from the Town Clerk to a Councillor is copied to another person, the addressee should be made aware that a copy is being forwarded to that other person (e.g. copy to XX).

#### **B. Agenda Items for Council, Committees, Sub-Committees and Working Parties**

- (i) The agenda should be clear and concise. It should contain sufficient information to enable Councillors to make an informed decision, and for the public to understand what matters are being considered and what decisions are to be taken at a meeting.
- (ii) Items for information should be kept to a minimum on an agenda.

- (iii) Where the Town Clerk or a Councillor wishes fellow Councillors to receive matters for “information only”, this information will be circulated via the Town Clerk.

### **C. Communications with the Press and Public**

- (i) The Town Clerk will clear all press reports, or comments to the media, with the Town Mayor or the Chair of the relevant committee as appropriate.
- (ii) Press reports from the council, its committees or working parties should be from the Town Clerk or an officer or via the reporter’s own attendance at a meeting.
- (iii) Unless a Councillor has been authorised by the council to speak to the media on a particular issue, Councillors who are asked for comment by the press should make it clear that it is a personal view and ask that it be clearly reported as their personal view.
- (iv) Unless a Councillor is absolutely certain that he/she is reporting the view of the council, they must make it clear to members of the public that they are expressing a personal view.
- (v) If Councillors receive a complaint from a member of the public, this should be dealt with under the Council’s adopted complaints procedure, or via a council agenda item.
- (vi) Designated staff are authorised to promote the work of the Council on Facebook, Twitter and any other social media but strictly in accordance with the approved Social Media policy of the council.

### **D. Councillor Correspondence to external parties**

- (i) Individual Councillors are responsible for their own ward member correspondence. The Town Council does not provide a secretariat for such purpose. Councillors must ensure they make clear where they are informing on official policy and where they are stating their personal views.
- (ii) A copy of all outgoing correspondence relating to the council or a Councillor’s role within it, should be sent to the Clerk, and it be noted on the correspondence, e.g. “copy to the Clerk” so that the recipient is aware that the Clerk has been advised.

### **E. Communications with Town Council Staff**

- (i) Councillors must not give instructions to any member of staff, unless authorised to do so (for example, three or more Councillors sitting as a committee or sub-committee with appropriate delegated powers from the council).

- (ii) No individual Councillor, regardless of whether or not they are the Town Mayor or the Chair of a committee or other meeting, may give instructions to the Clerk or to another employee which are inconsistent or conflict with council decisions or arrangements for delegated power.
- (iii) Telephone calls should be appropriate to the work of the town council.
- (iv) Instant replies should not be expected to e-mails from the Clerk; reasons for urgency should be stated;
- (v) Councillors should acknowledge their e-mails when requested to do so.
- (vi) For meetings with the Clerk or other officers an appointment should be made wherever possible, meetings should be relevant to the work of that particular officer and Councillors should be clear that the matter is legitimate council business and not matters driven by personal or political agendas.

Adopted by the Town Council 2016

To be reviewed November 2017